



TicketCo

Massiv Newsletter

First quarter 2024



**Let machines
perform the routine,
and let humans
excel in creativity
and innovation**



TicketCo

Dear 'Massiv' stakeholders,

Some of you have been with us as partners for a while. Others are new partners in the project, considering a partnership, or connected to the project in other ways. What you all have in common is the recognition that ticketing as we know it today has a massive potential for improvement, and we like to think that you also believe that TicketCo (with great help from yourselves) is one of the players in this industry that can make this happen.

What we're trying to achieve with 'Massiv' is to build a digital ticketing assistant that can automate and optimise all the repetitive tasks that ticketing managers do, enabling them to pivot their focus to optimising event management and driving robust ticket sales instead. The project was initiated back in 2022, and up until last month it has been run as an innovation project within TicketCo, with the entire financial risk covered by TicketCo.

A monumental achievement was then reached in Q1 of this year - a successful culmination of over 1.5 years of rigorous dialogue and strategic advocacy resulting in Innovation Norway's approval of our groundbreaking project.

The grant, totaling NOK 10 million over three years, is not just financial leverage; it is a testament to the potential of TicketCo's vision. This funding will propel the development of our Digital Ticketing Assistant, set to revolutionise the user experience by offering unparalleled simplicity and intelligence in ticketing.

At TicketCo, we believe in transparency, and with the Massiv project now publicly co-funded by the Norwegian government through Innovation Norway, this commitment feels even stronger. That is why we now, with this as the starting point, will start distributing quarterly newsletters to every stakeholder in the project as well as everyone else who wants to follow our work.

Massiv is shaping the future of TicketCo - a future where technology elevates human potential. We extend our deepest gratitude to Innovation Norway for their belief in a tool that aligns with our philosophy: let machines perform the routine, and let humans excel in creativity and innovation.



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Together, we are not just building software; we are setting a new standard for what ticketing means in the digital age.

The funding from Innovation Norway is a crucial element for a project like this, but devoted and strongly motivated partners are equally important. Our dedicated Massiv project team has already crafted a beta version of the assistant's front end, and currently it is being tested with our partner clubs - Viking, Brann, VIF, Strømsgodset, and Tromsø - specifically honing their subscription solutions.

The Professional Norwegian Football League, alongside esteemed entities like Junkyard Golf Club and prominent football partners from England and Scotland, are also integral to this innovative endeavour.

With TicketCo contributing 80% of the project hours and our partners the remaining 20%, collaboration is at the heart of Massiv. The project is grounded in machine learning, predictive analytics, and AI, striving towards the ambitious yet attainable objective of empowering our customers to make timely, data-driven decisions.

Our Digital Ticketing Assistant is designed to automate the repetitive, enabling ticketing managers to pivot their focus to optimising event management and driving robust ticket sales. Currently, we are collaborating with Google's Vertex AI, developing a regression model to identify critical success factors for events, processing vast amounts of internal and external data.

We hope to present a report on this work by the end of Q2.

If there are any organisers out there who want to participate in the Massiv project as an innovation partner, please don't hesitate to reach out.

Until next month,

Best wishes
Kjetil Sørtun
CTO at TicketCo

Disclaimer

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The progress of the 'Massiv' project as discussed in this newsletter reflects the ongoing development and the collaborative efforts between TicketCo, its partners, and Innovation Norway. The project's future outcomes, while promising, are subject to the dynamic nature of technology development and market response.

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For further details or inquiries about the 'Massiv' project or potential partnership opportunities, please contact us directly.